

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hasbro, Inc.		09/26/2011	CORPORATION: RHODE ISLAND
RECEIVING PARTY DATA			
Name:	Church & Dwight Co., Inc.		
Street Address:	469 North Harrison Street		
City:	Princeton		
State/Country:	NEW JERSEY		
Postal Code:	08543-5297		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3202719	MUSIC IN YOUR MOUTH	
CORRESPONDENCE DATA			
Fax Number:	(609)497-7179		
Phone:	609-683-7086		
Email:	david.schuman@churchdwight.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Church & Dwight Co., Inc.		
Address Line 1:	469 North Harrison Street		
Address Line 2:	Law Department		
Address Line 4:	Princeton, NEW JERSEY 08543-5297		
ATTORNEY DOCKET NUMBER:	24095-PC-ORAL		
NAME OF SUBMITTER:	David J. Schuman		
Signature:	/David J. Schuman/		
Date:	09/29/2011		
Total Attachments: 1 source=US-MUSIC IN YOU MOUTH Assignment (Reg No. 3202719)#page1.tif			

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TRADEMARK
REEL: 004632 FRAME: 0840

ASSIGNMENT NUNC PRO TUNC

The undersigned, **HASBRO, INC.**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, does hereby assign, transfer and set over unto **CHURCH & DWIGHT CO., INC.**, the full post office address of whose principal office or place of business is 469 North Harrison Street, Princeton, New Jersey 08543, United States of America, its entire right, interest and title in and to the trade-mark TURBO TUNES, Registration No. TMA732253, the same to be held and enjoyed by the said Assignee as fully and completely as by the said Assignor had this assignment not been made. This assignment is effective as of September 2, 2010.

Executed at Pawtucket, Rhode Island, this 26th day of September, 2011.

HASBRO, INC.

By:



Name: Barbara Finigan

Title: Senior Vice President